

U.S. Serial No. 10/054,164  
Attorney Ref. 24544-001

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Kevin J. Knight	Art Unit:	2454
Serial No.:	10/054,164	Examiner:	Coulter, Kenneth R.
Filed:	January 22, 2002	Conf. No.	6168
For:	<b>METHOD AND APPARATUS FOR SELECTING, MODIFYING AND SUPERIMPOSING ONE IMAGE ON ANOTHER</b>		

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**VIA ELECTRONIC FILING**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**DECLARATION UNDER 37 C.F.R. § 1.131**

S I R:

I, Kevin J. Knight, declare as follows:

1. I am the inventor and applicant of the above-referenced U.S. Patent Application.
2. I submit this Declaration for the purpose of establishing a date of invention of the subject matter claimed in the patent application that precedes October 12, 1999, which is the filing date of the Berger et al. patent, U.S. patent no. 6,414,693 ("Berger"), cited in an office action dated June 23, 2009 in the present application.
3. Attached in Appendix A is a copy of a document that sets forth a chronology of events that relates to the subject matter set out and claimed in the present application. I submit that, as supported by this document, software that carries out the functions of the claimed invention was developed or was in the process of being developed prior to October 12, 1999.

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4. Attached in Appendix B are copies of various documents that are listed in the document included in Appendix A.

5. I hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statement and the like so made are punishable by fine or imprisonment or both, under section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Dated: September 15, 2010

By: 

Kevin J. Knight

City, State: Irvine, California

**APPENDIX A**

**OF**

**DECLARATION UNDER 37 C.F.R. § 1.131**

04/14/98 - Press Release - Macromedia Introduces Flash 3, Unveils new Server-Based Flash Generator.

05/??/98 - Press Release - Macromedia Flash Generator(TM) Public Beta for Power Macintosh Now Available

08/17/98 - Press Release - Macromedia Ships Generator(TM)

03/12/99 - Drawing - Generator Test: tattoo example analysis, mug example image

04/09/99 - Document - Creative Brief to develop InstaSample feature on PromoCity  
04/12/99 - Drawing - InstaSample screen designs: product display, control panel, InstaSample preview  
04/14/99 - Source Code - Tattoo example: technical analysis, server testing  
04/28/99 - Document - PromoCity v3.0 design with changes indicated (cooler is test product)  
04/30/99 - Drawing - PromoCity v3.0 navigation map: InstaSample location, logo libraries, site architecture

05/20/99 - Source Code - Control panel: ctrl\_x\_c.htm - logos beginning with the letter "x"

06/01/99 - Document - PromoCity v3.0 design with changes indicated  
06/04/99 - Document - PromoCity v3.0 design with changes indicated  
06/04/99 - Drawing - InstaSample directory architecture: navbar, temps, cooler (test product), images  
06/08/99 - Document - Notes recapping meeting with Matt Alcone  
06/08/99 - Document - PromoCity v3.0 design with changes indicated  
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06/14/99 - Document - PromoCity v3.0 design with changes indicated  
06/16/99 - Document - PromoCity v3.0 design with changes indicated  
06/22/99 - Document - Memo from Diane Gallant; PromoCity v3.0 design with changes indicated  
06/22/99 - Document - Memo to Diane Gallant with answers to questions from item #10  
06/23/99 - Document - Memo from Diane Gallant to Linda Henry to review site  
06/23/99 - Document - PromoCity v3.0 design with changes indicated

07/13/99 - Document - PromoCity v3.0 design with changes indicated  
07/13/99 - Document - Status meeting agenda from Linda Henry  
07/16/99 - Document - Hand notes of verbal changes from Linda Henry  
07/24/99 - Document - PromoCity v3.0 design with changes indicated  
07/28/99 - Document - PromoCity v3.0 design with changes indicated

08/05/99 - Drawing - PromoCity v3.0 interface design: site navigation menus, tabbed sections, attached notes from Matt Alcone with directions, changes  
08/05/99 - Source Code - Control panels: 6 - logos beginning with the letter "a,b,e,f,h,n"  
08/06/99 - Drawing - PromoCity v3.0 navigation bar design: incorporates InstaSample into site  
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08/23/99 - Source Code - Control panel, Preview screen: variables naming convention  
08/25/99 - Source Code - Control panel: ctrl\_a.htm - logos beginning with the letter "a"  
08/26/99 - Document - Memo from Linda Henry to Kevin Knight, Kathy Wheaton re: PromoCity press release  
08/26/99 - Drawing - InstaSample directory architecture: process, logos, product directories, file naming convention  
08/27/99 - Document - Fax of PromoCity press release to Matt Alcone  
08/27/99 - Document - InstaSample status meeting agenda  
08/27/99 - Source Code - Directory architecture: product templates, control panels, logo libraries, process/preview  
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11/02/99 - Document - Memo from Linda Henry to Matt Alcone re: daily changes scheduling, memo from Matt Alcone  
11/03/99 - Document - Memo from Jill Taylor re: changes, memo from Matt Alcone  
11/05/99 - Document - List of InstaSample products for site launch, index page layout sketch  
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**APPENDIX B**

**OF**

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**Project Title:** PromoCity InstaSample™ Feature

**Job #:** 0000794.01

**Project Contact:** Diane Gallant (gallantd@alconemarketing.com)

**Alcone Team:** Diane Gallant, Kevin Knight, Linda Henry, Steve Wallace, John Strait, Bart Bartera

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**Overview:**

PromoCity will be featured in an article in PROMO Magazine in their May issue. Before that issue is out, the InstaSample feature needs to be in place on the PromoCity web site.

InstaSample™, using Macromedia software, will provide the ability to see a selected corporate logo placed on the image of a premium from the PromoCity site. InstaSample™ will be available for ALL Featured Items available on the PromoCity web site. (Items accessed from PromoCity's ASI search engine will **not** have InstaSample™ capability).

InstaSample™ is a trademarked name by Alcone, and provides a feature that is new to the general online public. The May PROMO Magazine article will give PromoCity tremendous exposure, and highlight the InstaSample™ capability.

**Sample of the Technology:**

For a demo of a similar application of this technology, visit Macromedia's Tattoo Parlor at:  
<http://genx.macromedia.com/tattoo/>

**General Specifications:**

**At Launch:**

- 1) Only Corporate logo files already purchased to be available for InstaSample™ (3500 logos)
- 2) InstaSample™ available on the following areas of the PromoCity site:
  - Home Page, Featured Items section
  - Featured Items Main Page
  - Each individual Featured Item page (i.e., Lee Sweatshirt detail screen)
- 3) All Featured Items to have InstaSample™ capability. At launch, it will be the current items:
  - Lee sweatshirt
  - Thermos soft cooler
  - Gear jacket

**By June:**

- 4) Ability for users to load logo for immediate viewing
- 5) Ability for users to add to database permanently

**On-going:**

- 6) Capacity for as many as 200 Featured Items with InstaSample™ capability
- 7) Featured Items will be added and deleted from the site at different times throughout the month. Most items will stay on the site at least three months at a time, but not concurrently (i.e., an item added will normally stay for at least three months)
- 8) Featured Items appearing on the Home Page will be only selected items (not all available Featured Items), and may be removed from the Home Page after one month. However, all current Featured Items will be included in the Featured Items section of the web site. (e.g., InstaSample could be available for the Gear Jacket both on the Home Page and within the Featured Items section, and when removed from the Home Page, still be offered within the Featured Items section, until Gear's contract expires.)

**InstaSample Elements:**

1) Featured Item Templates

- ◆ Separate Template for each Featured Item *+ color option*
- ◆ Selections to be available for each template
  - Available colors for item (will differ for each; maximum of X colors per item) *What is our limit???*  
*Current items have up to six color choices*
  - Available imprint colors
  - Access to logos on file (3500)
  - Ability to add text (limit fonts offered for the purposes of InstaSample™)  
*No! - 3-5 type styles*
- ◆ Zooming capability, to see item on full screen once selections have been entered.

2) Corporate Logo File

- ◆ Accessible from each template
  - By scrolling through entire alpha file (alphabetical ranges possible? i.e., a-e; f-j; k-o; p-t; u-z, or by individual letter of alphabet (a pulls all a's, b pulls b's, etc.)
  - Any other suggestions for retrieving a logo on file? *Scrolling text list (database)*
- ◆ New logos added (beginning June)
  - Be able to identify internally where logo came from (i.e., Corporate Logo File purchased vs. online submission) *(database)*
  - InstaSample™ available immediately when new logo added; then sent to PromoCity for manual approval prior to adding to database. Need separate email address from daily inquiries for logo approval. Colleen to be able to add to database herself.

3) Template Access

- ◆ From HomePage
  - Prominent link next to each Featured Item listed – To take user directly to that Featured Item template (i.e., Gear Jacket) *anchor link on*
  - Large InstaSample Main link on home page that when clicked, takes user to a screen with a list of available templates, all with links to the corresponding template. *(Can this be available at launch?)*
- ◆ From Featured Items Main Page
  - Link next to each Featured Item listed – To take user directly to that Featured Item template (i.e., Gear Jacket)

①

Creative Brief  
PromoCity InstaSample™ Feature  
Page Three

- ◆ Within each Featured Item Description Page
  - Link directly to that item's template
- ◆ InstaSample™ text link (future add)
  - Added to the text link menu at the bottom of all pages
  - Would take users to the InstaSample™ Main screen listing available templates.

**Purpose / Objective:** *(What effect, in attitude or action, should this project have on the target audience?)*  
InstaSample™ is intended to offer users an ability not normally available on commerce sites. Should be viewed as cool, unique, hi-tech, and easy-to-use, and serve as an aide for making a purchase decision.

**Key Benefit:** *(The primary message to be communicated)*  
InstaSample™ lets you "See how your logo will look on the item you select NOW"

**Target Audience**

PromoCity customers and prospects – Major Corporations, Franchisees/Dealers, Field Offices/Regions, Small Businesses

**Timing:**

Initial InstaSample™ Launch Date: **By 4/15/99**

Addition of capability to submit logos for immediate viewing and add to database: **By 6/4/99**

**Design Specifications:**

- 1) InstaSample™ logo has been developed, and should be incorporated on all pages using the feature.
- 2) Template layout to be developed by Kevin Knight.

**ISSUES**

- 1) Storing with the template (as in the Tattoo Parlor example) vs. pulling from a separate file. Logo file will have over 3,500 to begin, and grow from there as new are added beginning in June.
- 2) Any hardware issues with running InstaSample™, while supporting increased PromoCity site traffic and maintaining optimal site performance?
- 3) What about multi-colored items? The Gear jacket comes in three set color combinations: Navy/Green/ Red, Black/Clove/Red, and Clove/Navy/Red.
- 4) Timing is **critical**. Identify any obstacles or other issues and alert Diane Gallant A.S.A.P.

# ***Insta-Sample™***

(2)

**Linda Henry**

**From:** Linda Henry  
**Sent:** Friday, June 04, 1999 3:04 PM  
**To:** Diane Gallant; Kevin Knight  
**Subject:** RE: PromoCity.Com - Proposed Site Redesign

Here is the text for the re-designed sites:

**Your Promotional Merchandise Hub!**

Welcome to the business-to-business promotional merchandise center. Add your logo to any of over 500,000 items. Create a custom catalog of items featuring your logo. Or use an incentive program to motivate your sales force. It's all here, and more!

Omnicom version:

**Your Promotional Merchandise Hub!**

Welcome to the Omnicom ~~business-to-business~~ promotional merchandise center. Add your logo to any of over 500,000 items. Create a custom catalog of items featuring your logo. Or use an incentive program to motivate your sales force. It's all here, and more!

-----Original Message-----

**From:** **Diane Gallant**  
**Sent:** Friday, June 04, 1999 1:00 PM  
**To:** Linda Henry  
**Subject:** PromoCity.Com - Proposed Site Redesign

<< File: PromoCity.Com - Proposed Site Redesign.url >> Linda,

Didn't know whether or not you knew the changes discussed with Kevin yesterday were made.

<http://www.alconemarketing.com/promocity/>

<http://www.alconemarketing.com/omnisource>

Here is a recap of my notes from our meeting with Matt.

PromoCity home page:

Top of page:

- ✓-- PromoCity logo may be in color, or black and white
- ✓-- Menu items in black & white (reference eBay)

Left hand column/new order:

- ✓1. Virtual Consultant
  - ✓-- Replace photo with light bulb icon.
  - ✓-- New text: "Promotion Ideas" "Custom promotional merchandise solutions for your business needs. Click here."
- ✓2. 800# (add photo of operator)
- ✓3. Popular items: Add "Millennium & Y2K Items" at top of list, followed by "Limited Time Offers". Shorten list if necessary...delete Pens and Mugs.
- ✓4. May We Call You?: no change.

Center Column:

"Over 500,000 items available with your logo. Begin your search here."  
<Product Search> Go!

In Featured Items section:

- ✓-- Add [YOUR LOGO] to photo of each item.
- ✓-- Replace copy in burst to read: "See an Insta-Sample(tm) NOW with your logo!"

Right hand column:

More Promotional Merchandise Services  
Here are custom, turnkey program services to support your promotional merchandise needs.

On Virtual Consultant page:

- ✓-- Make all fields Required.
- ✓-- Remove the words "I prefer to be contacted by". (Just capture both their email address and their phone number.)

$$8\frac{7}{8} = \frac{87}{10} = 8.7$$



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Message from Linda on 6/9/99

FYI...from now on, we should always show InstaSample with both the TM and Copyright symbols.

## Diane Gallant

5

**From:** Diane Gallant  
**Sent:** Tuesday, June 22, 1999 1:07 PM  
**To:** Kevin Knight  
**Cc:** Linda Henry; David Voliva; Barbie Wing  
**Subject:** RE: PromoCity Insta-Sample

Thank you Kevin!

Linda and I have both reviewed the section from the email you sent this morning, and here are our comments:

- 1) For all products BUT the Thermos -- logos look too small when applied, especially the long thin logos. Can each of the graphics be larger (just for the InstaSample page -- not necessary for the Feature Items detail page) Also, ensure that the imprint area is completely within the product surface, and doesn't overlap onto the background (for the large square logos). In the case of the Massager, for the InstaSample page, you can remove the right smiling graphic to give you more room for enlargement.
- 2) All Featured Items detailed pages -- Instead of the text link to InstaSample below the graphic, have a red starburst at the top right of the detailed page with the following copy: See an InstaSample(tm)(c) with your logo NOW! (This copy should replace the other InstaSample starbursts you have as well -- slightly different verbage)
- 3) For All Products on my computer, scroll bar for companies is missing, and I cannot scroll through the list of companies. It also doesn't print out. On Linda's machine, the scroll bar is missing on her screen, but it prints out. ALSO -- If a company isn't selected within the company menu, and Preview is clicked, can you default the InstaSample to the first company in the alpha selected? Now it's just a blank imprint area.
- 4) On Linda's machine, the left screen ends right above the logo color menu (directly below the words Step 2: Select Logo Color: (She cannot scroll down to select a color or click preview). She suggested either: 1) add scroll bar to the right of the left section so both left and right sections have scrolling, or 2) Can you combine the left and right sections so that they work with the same right-side scroll bar?, or 3) "Scrunch the copy more/reduce the size of the scroll box to ensure the Preview button appears on the screen. This is assuming that Linda's machine will have the lowest screen resolution available. If it is possible that other computers, with all Internet viewing options ON (location, menu buttons, etc.) -- if they could be even worse than Linda's, then Option 3 is the least ideal option to use.
- 5) For Cooler -- photo of product needs to be reshot -- looks wrinkled and out-of-shape. Suggest that the bag is filled with shipping paper from the warehouse to help the product keep shape for the new photo. Handle also needs to be smooth like the original photo (maybe drape large handle over top for large photo?). Also, Featured Items product photo should match the InstaSample photo (dual images), not the one with the imprint in the lower front. For the Home Page and Feature Items main page, graphic should be the re-shot full image (without the top overlay)
- 6) Color Options Changes:  
TravelCard -- Remove White as an option (All other products can use all of the colors you have listed); If not too much trouble, can you add Orange, Brown, and Purple to all products (except Seeds). Although most products are showing all colors now, we want to be able to assign limited colors to some products in the future, so just keep that in mind. That makes the color options: White, Black, Maroon, Purple, Navy Blue, Green, Forest Green, Orange, Yellow, Mustard, Brown (in that order).
- 7) Featured Items Main Page: Red InstaSample Starburst with different copy: Click on any item's photo to see an InstaSample(tm)(c) with your logo NOW!

Kevin, I will drop off hard copies with our notes, but think the above direction will be more helpful.

Call if questions.

Diane

-----Original Message-----

**From:** Kevin Knight  
**Sent:** Tuesday, June 22, 1999 10:23 AM  
**To:** Linda Henry; Diane Gallant  
**Subject:** PromoCity Insta-Sample

Linda/Diane -



Diane -

Here are your answers (in red)...

-----  
From: Diane Gallant  
Sent: Tuesday, June 22, 1999 1:07 PM  
To: Kevin Knight  
Cc: Linda Henry; David Voliva; Barbie Wing  
Subject: RE: PromoCity Insta-Sample

Thank you Kevin!

Linda and I have both reviewed the section from the email you sent this morning, and here are our comments:

1) For all products BUT the Thermos -- logos look too small when applied, especially the long thin logos. Can each of the graphics be larger (just for the InstaSample page -- not necessary for the Feature Items detail page) Also, ensure that the imprint area is completely within the product surface, and doesn't overlap onto the background (for the large square logos). In the case of the Massager, for the InstaSample page, you can remove the right smiling graphic to give you more room for enlargement.

The size of graphics are designed to fit on a 640x480 screen. Some are already maxed out on width: Phone Card and Cooler. The others can be enlarged, however you need to get me a larger Happy Massager because I've already enlarged it as much as I can. I haven't tested many of the logos, but if some are overlapping the background, I need to make the imprint area EVEN SMALLER (which you're telling me they're too small now). Once the system is redesigned to be database driven, we could assign an orientation to each logo (wide, tall, square) and pass in custom scaling dimensions to Generator.

2) [REDACTED] -- Instead of the text link to InstaSample below the graphic, have a red starburst at the top right of the detailed page with the following copy: [REDACTED]  
(This copy should replace the other InstaSample starbursts you have as well -- slightly different verbage)

No problem.

3) For All Products on my computer, [REDACTED] and I cannot scroll through the list of companies. It also doesn't print out. On Linda's machine, the scroll bar is missing on her screen, but it prints out. ALSO -- If a company isn't selected within the company menu, and Preview is clicked, can you [REDACTED] the alpha selected? Now it's just a blank imprint area.

I'll make the control panel frame wider to ensure the scroll bar shows up. I can't help you with your printing problem, try IS. Yes, I can force the first logo to be selected as default.

4) On Linda's machine, the left screen ends right above the logo color menu (directly below the words Step 2: Select Logo Color: (She cannot scroll down to select a color or click preview). She suggested either: [REDACTED] or 2) Can you combine the left and right sections so that they work with the same right-side scroll bar?, or 3) "Scrunch the copy more, [REDACTED] x to ensure the Preview button appears on the screen. This is assuming that Linda's machine will have the lowest screen resolution available. If it is possible that other computers, with all Internet viewing options ON (location, menu buttons, etc.) -- if they could be even worse than

## Interface Changes:

- 1) Navbar - v/image map 620x68
- 2) Home - HTML, Call 1-800-PROPOCITY 162x13
- 3) SECTION BARS, MORE SVCS 135x3
- 3) ENTIRE SITE - Frameset HTML, - Left column HTML

162x18

162x54

Linda's, then Option 3 is the least ideal option to use.

I'd like to do a combination of 1 and 3. The left panel scroll bar will come up automatically if it can't fit vertically. I'm also going to display fewer lines of scrolling logos.

5) For Cooler -- photo of product needs to be reshot -- [REDACTED]  
[REDACTED] Suggest that the bag is filled with shipping paper from the warehouse to help the product keep shape for the new photo. [REDACTED] like the original photo (maybe drape large handle over top for large photo?). Also, [REDACTED] should match the InstaSample photo (dual images), not the one with the imprint in the lower front. For the [REDACTED] graphic should be the re-shot full image (without the top overlay)

The cooler has been returned to our vendor, however we can straighten it up a bit in Photoshop. I will replace the Featured Items detail photo to match Insta-Sample. Same goes for the small version on Home and Featured Items index. If the retouched version is not good enough, contact Krista to have the vendor send it to us again.

6) Color Options Changes:

[REDACTED] (All other products can use all of the colors you have listed); If not too much trouble, can you [REDACTED] to all products (except Seeds). Although most products are showing all colors now, we want to be able to assign limited colors to some products in the future, so just keep that in mind. That makes the color options: White, Black, Maroon, Purple, Navy Blue, Green, Forest Green, Orange, Yellow, Mustard, Brown (in that order).

No problem. Remember, right now each product has it's own set of control panels.

[REDACTED] copy:  
[REDACTED] photo to see [REDACTED]

No problem.

Kevin, I will drop off hard copies with our notes, but think the above direction will be more helpful.

Call if questions.

Diane

-----Original Message-----

From: Kevin Knight  
Sent: Tuesday, June 22, 1999 10:23 AM  
To: Linda Henry; Diane Gallant  
Subject: PromoCity Insta-Sample

Linda/Diane -

All five current Featured Item products are set-up for Insta-Sample.. Only the "a" logos are hooked up now because I want you to approve the logo sizes and placement before I copy the control panels and product templates for the entire alphabet.

Just go to...

<http://129.10.10.45/tattoo/index.htm>

Let me know if you have any changes.

Thanks,  
Kev

(7)

**Linda Henry**

**From:** Diane Gallant  
**Sent:** Wednesday, June 23, 1999 3:10 PM  
**To:** Linda Henry  
**Cc:** Kevin Knight  
**Subject:** InstaSample Details for your Review

Please provide your input/approval to the following:

Kevin will change the InstaSample functionality (starburst copy and linked pages) after lunch as follows:

**Home Page**

- a. Starburst on Home Page will NOT be a link: Click on any ~~photo~~ photo to See an Insta-Sample(tm)(c) with your logo NOW!
- b. Featured Items Photos still link directly to applicable product detail page ✓
- c. View an Insta-Sample(tm)(c) text links under each product info will go directly to product Insta-Sample screen *OK - but see attached.*
- d. \*\*\*\* Recommend the "Order Now!" links be removed from Home Page and be replaced with "View Product Details" (or similar wording -- link to go to the detail page, same as photo.) Orders won't be placed without seeing detailed information first, and the only way to get detailed info currently is to know intuitively to click on the photo, with no text links available. *agreed*

**Featured Items Menu Page**

- a. Same as a. above
- b. Same as b. above
- c. Same as c. above
- d. Same recommendation as d. above

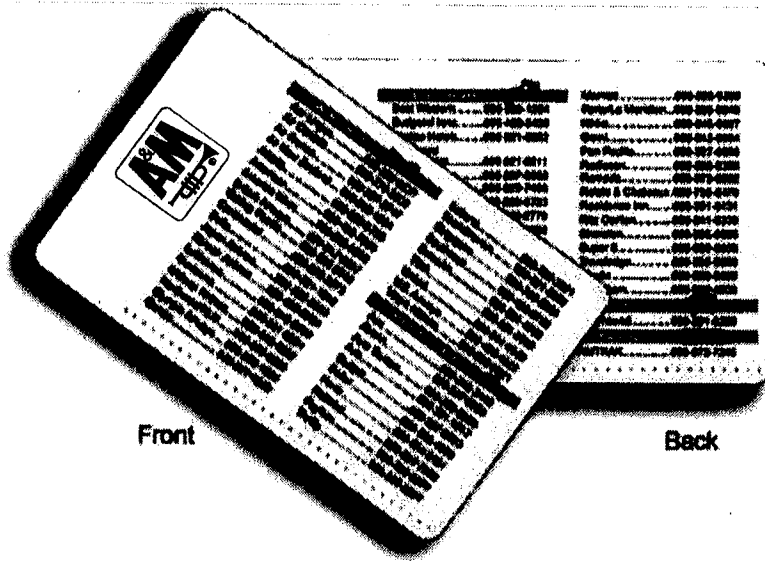
**Product Detail Pages**

- 1. Starburst copy to be revised to: "Click here to See an Insta-Sample(tm)(c) with your logo NOW!" (link to Insta-Sample Product page)
- 2. \*\*\*\* Recommend that you also add a text option at the bottom of the product details, above "To order now, click here.....": "To see an Insta-Sample(tm)(c) of this item with your logo, click here." (same functionality as starburst).

**Insta-Sample Overview Screen**

(Details on how Insta-Sample works) -- Can only be accessed by the top menubar, or bottom text link, that appears on each page within the site.

# Insta-Sample™



Front

Back

For <sup>more</sup> product information, or to order, click here.

Add



For more  
product  
information  
click here

**Popular Items**

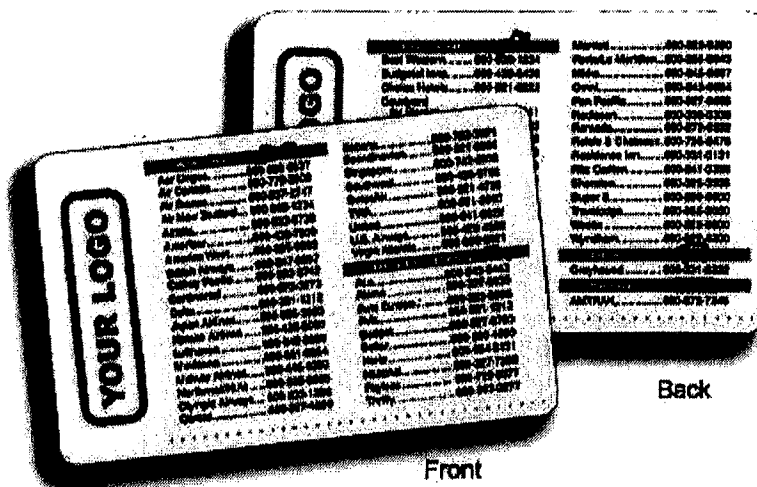
Awards  
Bags  
Calendars  
Desk Items  
Food  
Golf  
Hats  
Hi-Tech  
Jackets  
Key Chains  
Mugs  
Pens  
Shirts  
Watches

**Featured Items**

**TRAVELCARD™**  
\$0.38 each

See an Insta-Sample™  
with your logo NOW!

click here to  
to Insta-Sam  
Product page



Enter your name...

Enter phone number...

☐ Call me now!

☐ Call me later at...

time

PDT

**Buy Online or  
Call Toll-Free**

**1-8-**

**PROMOCITY**

(1-877-666-2489)  
U.S. and Canada

**1-949-595-5377**

From outside the  
U.S. and Canada

- TRAVELCARD™ Specifications: 2 1/8" x 3 3/8" x .030" thick, white, plastic laminated credit-type card. Choice of gloss or matte finish.
- Price includes 1/color litho printing on both sides of card, no bleeds. Maximum imprint area is 2" x 5/8". Quark Express preferred for digital art of logo. To email your art to us, [click here](#).
- Additional color charges apply on a per color, per side basis. PMS colors are available at no extra charge. Exact color matches are not guaranteed.
- Minimum quantity: 1,000 cards
- Production Time: Please allow 3-4 weeks from PromoCity's receipt of order with payment for delivery.
- Price (excluding tax and shipping):

Quantity	1,000	2,500	5,000
1 Color Imprint	\$0.75	\$0.50	\$0.38
Addl. Litho Color Per Side	\$0.15	\$0.06	\$0.04
2 Color Imprint	\$1.05	\$0.62	\$0.46
3 Color Imprint	\$1.35	\$0.74	\$0.54

- For orders over 5,000, call for volume-discounted price quote (call Toll Free at 1-8-PROMOCITY)
- Set-up Charge: \$35 one-time fee.
- Custom TRAVELCARDS™ are available for \$75/hour design charge when customer provides telephone numbers.

To order now, [click here](#) or call toll-free **1-8-PROMOCITY** (1-877-666-2489).

[Home](#) | [General Catalog](#) | [Featured Items](#) | [Ideas](#) | [Custom Merchandise](#) | [Custom Catalogs](#) | [Incentive Programs](#) | [Fulfillment Services](#) | [Contact Us](#)

**Popular Items**

[Awards](#)  
[Bags](#)  
[Calendars](#)  
[Desk Items](#)  
[Food](#)  
[Golf](#)  
[Hats](#)  
[Hi-Tech](#)  
[Jackets](#)  
[Key Chains](#)  
[Mugs](#)  
[Pens](#)  
[Shirts](#)  
[Watches](#)

**Instant Sample**

Enter your name...

Enter phone number...

☐ Call me now!

☐ Call me later at...

time

PDT

**Buy Online or  
 Call Toll-Free**

**1-8-**

**PROMOCITY**

(1-877-666-2489)  
 U.S. and Canada

**1-949-595-5377**

From outside the  
 U.S. and Canada

*Details*



**Featured Items**

Click on any item's photo  
 to see an Insta-Sample™  
 with your logo NOW!

**TRAVELCARD™ Your Passport to Convenience**

**With Your Logo**

**\$0.38 each**

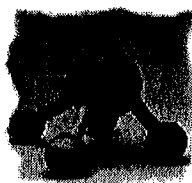
The world's most convenient travel directory, this plastic, wallet-sized card contains over 70 toll-free telephone numbers for major airlines, hotels and car rental companies. This unique reference card, imprinted with your company name and logo, will be a handy tool in your customers' wallets. View an Insta-Sample™ or Order now!

**The Happy Massager®**

**With Your Logo**

**\$4.33 each**

Help your customers relieve stress with this sturdy, hand-held wooden massager imprinted with your logo. View an Insta-Sample™ or Order now!



**Forget-Me-Not Seed Packets**

**With Your Logo**

**\$0.25 each**

Flower seed packets are inexpensive giveaways that can cultivate prospective customers. Colorful floral design on front side, and pre-printed planting instructions with your corporate logo on reverse side. View an Insta-Sample™ or Order now!



**Luminarc® Year 2000 Champagne Flutes**

**With Your Logo**

**\$2.75 each**

Capture the excitement of the new millennium with these unique, commemorative champagne flutes with year "2000" stem design by Luminarc®. Imprinted with your logo. View an Insta-Sample™ or Order now!



**THERMOS® 36-Can Soft Cooler**

**\$19.50 each**

Unique, oval-shaped soft cooler holds 36 12-ounce cans plus ice. Top storage compartment to store dry and delicate items. Imprinted with your logo. View an Insta-Sample™ or Order now!

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[How to Become a Featured Item](#) | [Set-up a Corporate Account](#) | [Preferred Customer List](#) | [Security Notice](#) | [Right to Use Trademarks](#)

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## Popular Items

Awards  
Bags  
Calendars  
Desk Items  
Food  
Golf  
Hats  
Hi-Tech  
Jackets  
Key Chains  
Mugs  
Pens  
Shirts  
Watches

Enter your name...

Enter phone number...

☐ Call me now!

☐ Call me later at...

time PDT

Customer Service  
available Mon-Fri  
8:30AM-5:30PM PDT

Buy Online or  
Call Toll-Free  
1-8-

PROMOCITY

(1-877-666-2489)  
U.S. and Canada

1-949-595-5377

From outside the  
U.S. and Canada

## Search Online

< Product Search >



## Welcome to PromoCity.Com™ The Online Promotional Merchandise Store

Everything you need to  
promote your company, brand,  
organization or team is now all  
in one place. Welcome to

PromoCity! Add your logo to any one of over  
500,000 items. You can even have one-of-a-kind,  
custom merchandise produced just for you.  
Browse our catalog or call us at 1-8-PROMOCITY.

Not sure what you want? Check out Ideas or try  
our Virtual Consultant. Perhaps you want your  
own custom catalog of items featuring your logo  
for employees or customers. Or an incentive  
program to motivate your sales team. We can do  
that, too. And we offer complete warehousing and  
fulfillment services.

## Custom Merchandise

\*Create your own custom  
items  
\*We can engineer and  
manufacture to your specs!

## Incentive Programs

\*Motivate your sales team,  
dealers or employees with  
an incentive program

## Custom Catalogs

\*Offer employees and  
customers a customized  
catalog of items featuring  
your logo  
\*Turnkey "shopping cart"  
capability  
\*Automated order fulfillment  
\*Print catalogs also available

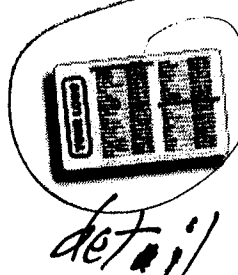
## Fulfillment Services

\*Order Processing  
\*Shipping & Receiving  
\*Customer Service 800 Lines

## Warehousing

\*Bi-coastal warehouse  
operations  
\*Over 2.5 million cubic feet of  
space

## Featured Items



*detail*

**TRAVELCARD™ Your  
Passport to Convenience  
With Your Logo  
\$0.38 each**

The world's most convenient  
travel directory, this plastic,  
wallet-sized card contains over  
70 toll-free telephone numbers  
for major airlines, hotels and car  
rental companies. This unique  
reference card, imprinted with  
your company name and logo,  
will be a handy tool in your  
customers' wallets. View an  
Insta-Sample™ or Order now!

**The Happy Massager  
With Your Logo  
\$4.33 each**

Help your customers relieve  
stress with this sturdy, hand-held  
wooden massager imprinted with  
your logo. View an Insta-  
Sample™ or Order now!



**Forget-Me-Not Seed Packets  
With Your Logo  
\$0.25 each**

Flower seed packets are  
inexpensive giveaways that can  
cultivate prospective customers.  
Colorful floral design on front  
side, and pre-printed planting

*Click on any item's photo to  
See an Insta-Sample™  
with your logo NOW!*

## Fedex Tracking

Please complete the fields  
below and click the Send  
Request button to track  
your package.

Select Destination Country

UNITED STATES

ALBANIA  
ALGERIA  
AMERICAN SAMOA  
ANDORRA

Airbill Tracking Number

Ship Date (+/- 4 days)

MMDDYY

*View Product Details*

*This product is  
"should be a pack"*



## Diane Gallant

**Subject:** Multimedia/Web Development Project Status Meeting  
**Location:** Linda Henry's Office  
**Start:** Tue 7/13/99 9:30 AM  
**End:** Tue 7/13/99 10:30 AM  
**Show Time As:** Tentative  
**Recurrence:** (none)  
**Meeting Status:** Not yet responded  
**Required Attendees:** Linda Henry; Barbie Wing; Kevin Knight; Diane Gallant  
**Resources:** Linda Henry

This meeting, in Linda Henry's office, will be to discuss status and priorities of current multimedia and Web development projects, as follows:

1. OmniSource Multimedia Presentation and Website - *Aug. 3 Presentation - DUB 7/23*
2. PromoCity ReDesign w/ Insta-Sample
3. Program-oriented Banner Ads
4. Featured Item-specific Banner Ads
5. Mirror Site Relaunch
6. Ongoing Featured Items Additions / Changes on PromoCity site
7. Monthly Specials Section -- updated monthly
8. Smirnoff Website
9. Ongoing Alcone Marketing Group Corporate Web Site Support (job openings, new case histories, etc.)

Great news!

I just re-engineered the Insta-Sample system to eliminate the need for the 26 "hard-coded" Generator templates (one per letter of the alphabet). The System now uses just ONE template per product! This is huge, because it means the labor involved in adding new products has been reduced substantially. This also makes it a more reasonable proposition to offer each product in different colors, as applicable (something Matt is asking for in the re-design).

Therefore, when you submit new Featured Items for us to add, please provide the following Insta-Sample "options":

1. Product Name
2. Description
3. Pricing
4. Available color(s) for PRODUCT (identify specific colors)
5. Available color(s) for LOGOS (identify specific colors, or full color set\*)

\*Full color set now includes: White, Black, Red, Maroon, Purple, Blue, Navy Blue, Green, Forest Green, Orange, Yellow, Mustard, Brown. If you want to EXCLUDE certain color(s) from this list, just indicate "full color set, excluding black", for example.

Lastly, please indicate if you want additional colors for any of the current Featured Items product line below highlighted in red, prior to relaunch:

Hanes T-Shirt (?)  
Brushed Twill Cap (?)  
Titleist Golf Balls (white only/full color set excluding white)  
Sportsman's Herringbone Sportshirt (?)  
Monterey Microfiber Jacket (?)  
Forget-Me-Not Seed Packets (no color versions/ black logo only)  
Year 2000 Champagne Flutes (no color versions/ full color set excluding white)  
TravelCard (no color versions/ full color set excluding white)  
The Happy Massager (no color versions/ full color set excluding brown)

I have assumed that you want us to eliminate any logo color option that wouldn't show up well or at all (e.g., white logo on white golf ball).

Kev

## John Strait

---

**From:** Linda Henry  
**Sent:** Friday, August 13, 1999 2:56 PM  
**To:** John Strait  
**Cc:** Steve Wallace; Kevin Knight; Diane Gallant; Shelly Alberry  
**Subject:** InstaSample-Macromedia Generator

John, to confirm the outcome of our meeting with Matt Alcone today:

Matt has approved the purchase of a server for Macromedia Generator (approx \$8,431), and a second processor license (\$2,900). The combined estimated cost is \$11,331.00.

You will place the order on Monday (8/16) and you anticipate it will arrive in one week. After it arrives, you anticipate it will take about two days to get it up and running. This will put us at approximately August 25 for launch.

Please let me know if there is any change to this.

Thanks, John, for your help..

Linda

## John Strait

---

**From:** Linda Henry  
**Sent:** Saturday, August 14, 1999 12:11 AM  
**To:** John Strait  
**Subject:** RE: InstaSample-Macromedia Generator

Done

-----Original Message-----

**From:** John Strait  
**Sent:** Friday, August 13, 1999 2:59 PM  
**To:** Linda Henry  
**Subject:** RE: InstaSample-Macromedia Generator

Please forward a copy of this to Mike Leber so that he is aware of the costs associated with this project and the Lease of the new hardware and software expense.

Thanks Linda

John

-----Original Message-----

**From:** Linda Henry  
**Sent:** Friday, August 13, 1999 2:56 PM  
**To:** John Strait  
**Cc:** Steve Wallace; Kevin Knight; Diane Gallant; Shelly Alberry  
**Subject:** InstaSample-Macromedia Generator

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Please let me know if there is any change to this.

Thanks, John, for your help..

Linda

## John Strait

---

**From:** Linda Henry  
**Sent:** Saturday, August 14, 1999 12:23 AM  
**To:** John Strait  
**Cc:** Kevin Knight; Steve Wallace; Diane Gallant; Efren Duarte  
**Subject:** FW: Insta-Sample

John, is any of this (below) affected by the decision to buy the additional server?

-----Original Message-----

**From:** Linda Henry  
**Sent:** Tuesday, June 08, 1999 9:53 AM  
**To:** Steve Wallace  
**Cc:** Kevin Knight; Michelle Alberry; Diane Gallant  
**Subject:** Insta-Sample-Steve Wallace

Steve, as you know, we will soon launch the hard-coded version of InstaSample. Our plan is to launch this version ASAP. However, there are some additional features we want to add in the near future which will require a data-driven system. In particular, we want to have our client's logos automatically default to their correct colors.

I am giving you advance warning of this, as Kevin tells me that in order for this to happen, we have to re-engineer Insta-Sample to make it data-driven, and that you will need to assign a database programmer to design and develop the back-end application. Kevin guesses it's probably at least a week or two of programmer time. This is to set-up the database in SQL and write the ASP code to access and extract the information necessary to build the control panels on the fly. Every logo must have a record in the database to store the default colors and RGB values (converted from Pantone specs) to pass into Generator.

By launching the more simple, hard-coded version first, we have a working model before the conversion to a data-driven system. But another issue is that, as we add more "Featured Item" product templates, it will become increasingly unwieldy. Again, this is a just a "heads-up," but what are your comments/suggestions?.\_

## John Strait

---

**From:** Linda Henry  
**Sent:** Monday, August 16, 1999 9:29 PM  
**To:** Steve Wallace; Kevin Knight; Diane Gallant; Shelly Alberry; Efren Duarte  
**Cc:** John Strait  
**Subject:** RE: InstaSample-Macromedia Generator

FYI, per John Strait, the vendor needs two weeks to deliver the new server to us. Once we receive it, it should take one day to make it live. Let's target a September 1 launch. That will then give us two weeks to solve any problems before the trade shows start on Sept. 14.

**Efren**, will you please meet with **Kevin Knight** to get up to speed on InstaSample and Macromedia Generator so that you will be prepared to work with John Strait as soon as the server arrives?

-----Original Message-----

**From:** Linda Henry  
**Sent:** Friday, August 13, 1999 2:56 PM  
**To:** John Strait  
**Cc:** Steve Wallace; Kevin Knight; Diane Gallant; Shelly Alberry  
**Subject:** InstaSample-Macromedia Generator

John, to confirm the outcome of our meeting with Matt Alcone today:

Matt has approved the purchase of a server for Macromedia Generator (approx \$8,431), and a second processor license (\$2,900). The combined estimated cost is \$11,331.00.

You will place the order on Monday (8/16) and you anticipate it will arrive in one week. After it arrives, you anticipate it will take about two days to get it up and running. This will put us at approximately August 25 for launch.

Please let me know if there is any change to this.

Thanks, John, for your help..

Linda

8/27/99

(15)

AGENDA

1. Long term vision
  - Quickly build up number of items
  - Eventually "outdraw" the ASI catalog
  - Technical issues? Need database driven program? *search engine/shipping car*
  - Ability to use new ASI package of 25,000 items already screened?
2. Preferred Vendors and items
  - representative of Promocity.com image; "hip" style and design.
  - popular items, but cool designs
3. Vendor Package
  - No fee first 6 months; "programming fee" after 6 months (how much \$ and for what period of time...monthly? quarterly?)
  - "Best Customer" Pricing ... "end" pricing even for small quantities.
  - Category exclusivity?
  - Quantity of free samples (with PromoCity.com logo) for use in direct-mail (qty of items per vendor?)
  - One-time feature on PromoCity.com home page.... cycle to "continued" page.
  - One-time feature in e-newsletter.
  - One-time feature in PromoCity.com banner ads?
4. Marketing
  - a. To vendors
    - Direct mail
    - Trade shows
  - b. To customers
    - Print ad(s)
    - Direct mail (using vendor-supplied samples):
      - "Visit PromoCity.com and see how YOUR logo would look on this item!"
    - Trade shows

Linda Henry - 8/30/99

Here are my comments re: the ASI mirror version:

(2) = Just Samples

- ✓ 1. Delete the CORPORATE CATALOGS section. If we can't have links to the actual sites, there's no reason to have this section at all.
- ✓ 2. Keep FEATURED ITEMS on the home page, but delete the tab and the linked page. It's redundant.
- ✓ 3. Also delete the CORPORATE CATALOGS and FEATURED ITEMS text links at the bottom of the pages.
- ✓ 4. If you want to keep six tabs, add INCENTIVE PROGRAMS and CUSTOM MANUFACTURING.
- ✓ 5. There is a horizontal blue band near the bottom of the home page and also in the IDEAS section.
- ✓ 6. On the home page, when you click on the photo of the t-shirt (or the hat, or the golf ball), a vertical blue line appears in the "Custom Catalogs" tab.
- ✓ 7. In the IDEAS section (the separate page), clicking on "Virtual Consultant" generates an Error message.
- ✓ 8. In the FEATURED ITEMS section, delete the sentence, "Scroll through this selection of great Featured Items."



Following are my comments re: the ASI site:

- ✓ 1. Recommend deleting "How to become a Featured Item" from the Text Links at the bottom of each page (we aren't offering new Featured Items on the Mirror Site)
- ✓ 2. The Forms are all accessible, and look good, but none of them work. I assume that will change when the site is made Live? (Kevin, I wasn't sure what the ASI rules are for form submission - can they go directly to Alcone, or do they have to go through ASI???) The Forms include: Virtual Consultant, Preferred Customer List, Contact Us, and Call Me Now/Later.

3. Ideas Section Links (need to be updated on Main site as well) - several links that we have going to the general Email Form, can link to a Search Results page, as follows:

✓ Farming/Door Hangers:

Pot Holders - ("Pot Holders" in scroll down menu from ASI's Search screen - doesn't appear in our scroll down menu - is ours an older version???)

✓ Financial Services:

Personalized Check Book Covers (Search "Covers")  
Money Clips (Change search to "clips-bill)

✓ Insurance Brokers

Tape Measure (search "measures")

✓ Health Care

First Aid Kit (search "First Aid Kit")  
Pill Box (search "boxes", then refine search to "Pill Boxes") - Kevin, is this possible??? When done manually, the results are targeted.

✓ Automotive

License Plate Holder (search "license plates & frames") ?

✓ Food Service

Bumper Stickers (search "bumper strips")

**John Strait**

---

**From:** Kevin Knight  
**Sent:** Tuesday, September 07, 1999 12:13 PM  
**To:** Efren Duarte  
**Cc:** Steve Wallace; John Strait; Bart Bartera; Linda Henry; Diane Gallant  
**Subject:** PromoCity Site Relaunch - Loading and Testing

Efren -

The new PromoCity.com site with Insta-Sample is ready to load for testing. There are two servers that files need to be moved onto:

**1. Web Server**

<http://209.170.46.186>

Upload contents from "ART-DEPT/Alcone Web Server/WEBSEVER.PROMOCITY/OUT"

**2. Generator Server**

<http://207.199.35.80>

Upload contents from "ART-DEPT/Alcone Web Server/GENERATOR.PROMOCITY/OUT"

You need to make sure there are no "ICON\_" files in any of the directories and subdirectories within the OUT folders before loading.

Please email me when it's up.

John/Bart - please assist Efren with access/permissions as necessary.

Thanks,  
Kev

**John Strait**

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**From:** Kevin Knight  
**Sent:** Tuesday, September 07, 1999 12:17 PM  
**To:** John Strait  
**Subject:** RE: PromoCity Site Relaunch - Loading and Testing

John -

Yes, these are complete sites. Just replace what Bart has out there now.

Thanks,  
Kev

-----  
**From:** John Strait  
**Sent:** Tuesday, September 7, 1999 12:14 PM  
**To:** Kevin Knight  
**Subject:** RE: PromoCity Site Relaunch - Loading and Testing

Kev are these the ENTIRE sites?

-----Original Message-----

**From:** Kevin Knight  
**Sent:** Tuesday, September 07, 1999 12:13 PM  
**To:** Efren Duarte  
**Cc:** Steve Wallace; John Strait; Bart Bartera; Linda Henry; Diane Gallant  
**Subject:** PromoCity Site Relaunch - Loading and Testing

Efren -

The new PromoCity.com site with Insta-Sample is ready to load for testing. There are two servers that files need to be moved onto:

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John/Bart - please assist Efren with access/permissions as necessary.

Thanks,  
Kev

**John Strait**

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**From:** Kevin Knight  
**Sent:** Wednesday, September 08, 1999 5:31 PM  
**To:** John Strait  
**Cc:** Linda Henry; Diane Gallant; Steve Wallace  
**Subject:** PromoCity.com Relaunch

John -

I have major changes to both Promocity Web and Promocity Generator servers ready to go up. Since almost all the files have undergone some modification, we should do a wholesale update for both servers. Files are located in their respective OUT folders.

Also, we need to make both IP addresses accessible to AND from the Internet for testing. The Insta-Sample processor offers to automatically download and install the Shockwave Flash plug-in when it doesn't detect the plug-in, and I think the firewall is interfering. Also, we need to test from AOL to see how Insta-Sample behaves within their interface.

Please upload as soon as possible. We need to continue testing in the morning.

Thanks,  
Kev

Some great suggestions. Thank you to Joe! Please see my comments below.

-----Original Message-----

From: Diane Gallant  
Sent: Friday, September 10, 1999 3:11 PM  
To: Linda Henry  
Cc: Kevin Knight  
Subject: PromoCity Design Critique

Linda, (Kevin, this is for future reference, not critical for today's launch)

For whatever its worth, now that off-site viewing of the new site has been arranged, I showed the site to Joe, and here were his comments:

In Insta-Sample, once you see your item with logo, "How do I see another product?" - [redacted]  
Feat. [redacted] etc. [Linda Henry] Good idea. Let's do it.  
OK

He also questioned how to get Home when roaming the site. It wasn't intuitive that our PromoCity logo was also Home (He has been online since years before I made the leap, and uses the Internet many times daily. He said usually there's a "Home" text link as well.) [Linda Henry] Good idea. [redacted]  
[redacted] THESE ALREADY

He thought [redacted]  
[redacted] - not heavy graphics, but one or two small ones. [redacted] Maybe  
the [redacted] (e.g., Catalog image in the Custom Catalog section - but not an icon image) [Linda Henry] .This becomes a "Matt" issue. Let's tackle some of the more basic issues first, and address this later.

"Why [redacted] In Shopping Cart  
Amazon, if ordering from the product detail page, the basic info automatically appears in the form (item name, description, cost, etc.) [Linda Henry] I assume this is a database management issue and that it can be done in the future. Kevin?

The [redacted]  
[redacted]  
[redacted] [Linda Henry] Kevin

Virtual [redacted]  
\*Requ [redacted] [Linda Henry] Up to Kevin.

Everyone's a critic... but I thought some of his comments were helpful (especially since he's an avid Internet user, looking at this for the first time).

He did rave about the site though, and thought Insta-Sample was a great feature!

- Widen form table  
- Lengthen by file  
- Widen form table  
- Change to red OK

22

Kevin:

A. Shelly Alberry checked the site Friday night, using an Internet Explorer 4.0 browser:

1. The logos do not apply in InstaSample (same problem we had before with AOL). *FIXED SAT. MA*
2. On the home page, the following sub-heads appear in the OLD graphic form: *CACHE*

Ideas  
E-Mail Specials  
Volume Discounts

B. Cox@Home: On the home page, the following sub-heads appear in the OLD graphic form: *CACHE*

Ideas  
Monthly Specials

C. AOL:

1. On the home page, the following sub-heads appear in the OLD graphic form: *CACHE*

Featured Items  
Ideas

2. On the Featured Items, the headline appears in the old format. *CACHE*

Otherwise, everything else appear OK.

I reviewed Promocity.com with senior people here in Darien. It looks great. Some minor issues: 1) We lost the Custom premium tab and section. 2) When you attempt to print an instasample example that is on screen, sometimes you print the control panel rather than the actual sample. This ability to print is an important feature and should be prmoted by way of copy when the preview comes up. What about adding a print button below preview bottom? 3) Add copy to Instasample screen so printed copy has Promocity identidy and phone number. It now says "INSTA SAMPLE" cahnge it to: This is a Promocity.com Insta Sample tm call Promocity.com toll free at 18-----, for information and ordering details. WE NEED TO BUILD FEATURED AREA ASAP.

## PromoCity -- Next Steps 9/21/98

- ✓ 1. Create links from Alcone web site to PromoCity
  - ✓ from Home Page (see A attached)
  - ✓ from Promotional Merchandise page (see B attached)
- ✓ 2. Link from PromoCity to Alcone web site home page
  - ✓ © Copyright Alcone Marketing Group (see C attached)
- ✓ 3. Create new PromoCity ad banners:
  - a. Animated PromoCity™ ad banner--2 versions (see D attached)
  - b. PromoCity™ banner with built-in ASI search engine (see E attached)

*Jim Coates 800-546-1281*
- Follow Yahoo specs attached.
- ✓ 4. Add question "How did you learn about PromoCity™?" to forms. (For exact location, see F attached.) Leave room for user to fill in answer.
  - ✓ a. T-shirt order form
  - ✓ b. Corporate Account
  - ✓ c. Logo transfer
  - ✓ d. Quote request
  - ✓ e. E-mail Us!
- ✓ 5. Create a new icon (Premiums-On-Demand™) for the home page, and also create the form it links to. (See G attached.)

- 6. Test Insta-Sample™, i.e., placement of selected logo on image of selected premium using Grafik Solutionz CORPart plus Macromedia Flash Generator.
  - OK to purchase CORPart (Buy 2, get the 3rd free).
  - Don't purchase Flash Generator yet. Use the free trial offer for the test.
  - Use the t-shirt for the test (1 or 2 color imprint on left chest, 2" x 4" maximum imprint area)
- ✓ Also create logo for Insta-Sample™. See H attached.



780 x 415

(25)

## Kevin Knight

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**From:** Linda Henry  
**Sent:** Tuesday, November 2, 1999 10:36 AM  
**To:** Matt Alcone  
**Cc:** Jill Taylor; Kevin Knight; Sam Schulte; Lisa Dietzel; Nancy McGlinn; Shelly Alberry; Kevin Favell; Barbie Wing  
**Subject:** RE: Promocity site changes  
**Importance:** High

Matt, starting today, we are implementing the following procedures re: changes to the PromoCity.com site:

1. All change requests to Jill Taylor; Jill issues a Work Order every morning.
2. Work on the site proceeds throughout the day.
3. At 3:00pm, the site goes up to Staging so you can see the changes made that day.
  - If approved, we go step 4
  - If not approved, we go back to Step 2.
4. At 5:00pm, if changes completed that day are approved, the site will be completely tested .
  - If everything works, the site goes live.
  - If there are problems, uploading is delayed until the problems are fixed.

Some changes take longer than others. For example, to change the yellow background in InstaSample affects 500 files. Also, this particular change has to wait until the related Holiday items are ready later this week.

### Holiday Items

1. The shoot was delayed until today due to other client work, etc.
2. Today you will see the first sample shots.
3. Tues/Wed: Following your approval, we complete the shoot.
4. Thurs/Fri: Templates developed.
5. Friday: At 3:00pm, the site goes up to Staging so you can see Holiday Items and all other changes made that day.
  - If approved, we go step 6
  - If not approved, we go back to development.
6. At 5:00pm on Friday, if changes completed that day are approved, the site will be completely tested.
7. If everything works, the site goes live; if there are problems, uploading is delayed until the problems are fixed.

### Custom Manufacturing Samples

We need client approval before we can show samples on the Internet. We have some new samples, but we need to get client approval. Also, FYI, Burger King (client) is the hardest to work with in this regard, which is why we are using the art you see. We will need their approval to show the Coke Bear.

### E-Mail Specials

These are close-outs and special deals offered by ASI vendors every month. We can, instead, contact

our own vendors directly and create our own specials every month. We need someone to do this, however. When our Merchandising Manager is hired, that is the person. In the meantime, we can delete this section entirely. Let me know if you want us to delete it for now. If so, this also affects the e-newsletter.

### General Issues

We plan to overcome problems with art direction, technical glitches, product quality and merchandising by implementing Quality Control procedures (such as those above), clarifying responsibilities, and, of course, recruiting efforts already planned.

#### Original Message

From: Matt Alcone  
Sent: Monday, November 01, 1999 8:20 PM  
To: Linda Henry; Jill Taylor; Kevin Knight; Sam Schulte; Lisa Dietzel  
Cc: Nancy McGlinn; Shelly Alberry  
Subject: Promocity site

I went on to the site tonight and I was disappointed.

I don't know where you are on the changes, so I'll recap knowing some of the things are in line already.

But first a major technical problem. All ways to the ASI site failed from all product search functions it never worked.

Also, when you click on items in the industry idea center area a quote request comes up, not more info: it some cases it tries and fails to connect me to the ASI site.

- 1) When are we adding word search and moving phone number?
- 2) We're losing art direction on home page, We still have some columns with white space at bottom and some columns running off the page. We still haven't added Custom Manufacturing and we've lost three equal columns.
- 3) Copy under Help and Ideas can be tightened a lot
- 4) Home real estate is worth a lot let's use it right.
- 5) Baseball cap can be bigger, so can clock under featured items
- 6) About Us page needs a ton of art direction photos too close to copy, photos cropped terrible
- 7) Custom Manufacturing samples are BORING - see Diane G, Tony, Travis and Nancy for better samples
- 8) When you click on BK and Swan Princess that's boring too!
- 9) The e-mail specials are drek (as they say in the old country) here they call it crap.
- 10) If we don't have items in Featured item section, add copy " While we're restocking this section, contact us for specials just for you.
- 11) When you pull up Insta Sample when you click "Samples on line", add Get a Viewable or Printable Sample online with Insta Sample. Don't forget to copyright "Sample(s) Online".
- 12) Remove yellow background from Insta Sample control panel and change large letters and numbers to grey to match look of rest of site!

While I know you are all working on it I continue to be concerned about overall art direction site, technical glitches, and product quality and merchandizing. We're getting beat in some of these areas.

## Kevin Knight

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From: Jill Taylor  
Sent: Wednesday, November 3, 1999 6:12 PM  
To: Kevin Knight; Sam Schulte  
Subject: FW: Promocity

Sounds like we can make all of the changes before showing it to Matt again...

On the Nav bar, please put "word search" in the white box in the same manner as the product search, just leaving the word "or" between the two boxes. I'll pitch it to Matt.

Thanks,

Jill

-----Original Message-----

From: Matt Alcone  
Sent: Wednesday, November 03, 1999 6:04 PM  
To: Jill Taylor  
Subject: Promocity

The word search bar is not lining up with the product search bar and the go button appears under the bar, move everything closer to the logo

- Add Custom manufacturing changing images
- center photo under Help and Ideas in column
- Reduce copy under that photo to move up industry ideas.

I don't want to critic while your in process, make all changes discussed yesterday and before. Then proof it, have people test all links, view it from multiple format computers and tell me when you'd like me to review it.

We're moving in the right direction.

Need new merchandise ASAP . That's the soul of the site!!!!!!!!!!!!!!

✓ Holiday Gift Desk - gif  
✓ Instanpale Gift Anim  
✓ Volama Disc. links  
✓ Value Item-gif  
✓ Code